



Virginia Green Partner Profile:



Virginia Textile Service

Petersburg, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

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CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Send out emails or mailers to their membership about Virginia Green.
 - Include a Virginia Green feature in their newsletter or other publication.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
 - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
 - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
 - Use silverware instead of plastic utensils
 - Use non-bleached napkins or maintain a supply of cloth napkins
 - Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- ☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:
 - Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, electronic equipment
 - Track overall waste bills
 - Use electronic correspondence and forms
 - Purchase durable equipment and furniture
 - Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
 - Use bulk soap dispensers in restrooms

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Use microfiber technology mops

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills and set a numeric goal to reduce
- Use:
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
 - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Use natural lighting
- Have thermal-rated windows and insulation
- Have an "energy management system" in place to track all meter energy usage
- Perform preventative maintenance on HVAC system
- Have installed additional insulation
- Use light sensors to turn on/off lights
- Use fuel efficient vehicles or hybrid vehicles
- Build and operate the most modern, automated plants in the industry
- Energy efficient steam generation systems
- Use head reclaimers to recapture the energy from process water
- Microprocessors control all wash formulas for both energy and detergent efficiency
- Soap and starch are cooked onsite and use only earth-friendly and natural chemicals
- Pre-sort and separate linens to ensure proper load size and less driving time
- Reduce excess usage and unnecessary laundering by continually monitoring customer's needs
- Computerized routing delivery system ensures reduced miles and delivery costs

For more information on **Virginia Textile Service**, see www.VirginiaTextile.com or contact **David Struminger** at marketing@yourlinenservice.com or 804-732-1147.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to www.virginiagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

